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Martin Lindstrom (Lindstr m) is a Danish author and Time magazine Influential 100 Honoree. Lindstrom's books include Buyology - Truth and Lies About Why We Buy

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Martin Lindstrom is a New York Times and Wall Street Journal bestselling author, the CEO and Chairman of the Lindstrom company and the Chairman

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Martin Lindstrom: Martin Lindstrom (www.martinlindstrom.com) is the author of Brand Child, BRAND sense, and Buyology (October 2008).

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